

Message Text

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PAGE 01 STATE 016043

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ORIGIN COME-00

INFO OCT-01 EUR-06 ISO-00 SS-20 EB-05 AGR-03 RSC-01 /036 R

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DRAFTED BY COM/BIC/228/BCOHEN, BJP

APPROVED BY EB/OCA/REP:LHPOMEROY

COM/BIC/228/DGJOHNSON, CMM/PBHALE, RMD

EUR/EE-EESEGALL

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R 242214Z JAN 74

FM SECSTATE WASHDC

TO AMEMBASSY BELGRADE

UNCLAS STATE 016043

E.O. 11652:N/A

TAGS:BEXP YO

SUBJ: NOVI SAD FAIR

REF: BELGRADE 0252,0278

1. WHILE WE APPRECIATE EMBASSY'S SUGGESTION RE
SURVEYING VERONA PARTICIPANTS' INTEREST IN NOVI SAD OUR
FEELING IS THAT THESE SMALL NEW TO MARKET FIRMS NOT
APPROPRIATE FOR NOVI SAD TYPE EVENT. WE WILL HOWEVER MENTION
NOVI SAD OPPORTUNITY IN ANY FURTHER CONVERSATIONS WITH VERONA
PARTICIPANTS. IN ADDITION AS EMBASSY HAS LIST OF VERONA
PARTICIPANTS IT MAY WISH TO MAKE DIRECT CONTACT.

2. WE HAVE CONTACTED NELSON, AGRICULTURE, AND CONFIRMED
THEIR EXHIBIT PLANS. AGRICULTURE PREPARING DISPLAY (40
SQ. METERS) IN U.S. PAVILION FOR FOLLOWING FAS COOPERATORS:
NATIONAL RENDERERS ASSOCIATION, SOYBEAN ASSOCIATION, U.S.
FEED GRAINS AND HOLSTEIN FRIESIAN. CARGILL WILL ALSO
PARTICIPATE IN FAIR THROUGH AGRICULTURE. SPACE REQUIREMENTS
FOR CARGILL UNDETERMINED AT THIS TIME BUT SHOULD BE
APPROXIMATELY 10 SQUARE METERS.

FOLLOWING COMPANIES PARTICIPATING THROUGH AGRICULTURE
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IN LIVESTOCK AREA: AMERICAN BREEDERS SERVICE AND

CARNATION. NELSON INFORMS USDOC THAT MR. H.M. CONNELLY,
KRAFT FOODS, 500 PESHTIGO COURT, CHICAGO, ILLINOIS 60690
AWAITING RESPONSE FROM AMBASSADOR OR CHARGE JOHNSON TO HIS
LETTER. IF THIS REPLY STRESSES IMPORTANCE OF KRAFT DISPLAY
AT NOVI SAD, AGRICULTURE BELIEVES KRAFT WILL EXHIBIT.
KISSINGER

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Disposition Approved on Date:
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Disposition Event:
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